



SIGN GUIDANCE

Water Division/Drinking Water and Groundwater Bureau Drinking Water State Revolving Fund (DWSRF)



The Environmental Protection Agency (EPA) requires that projects funded through the State Revolving Loan Fund (SRF) program perform public outreach to enhance the public awareness of the public benefits and positive impacts of SRF funding.

The guidelines below recognize the wide range of project types and varied locations and provide flexibility for communicating the benefits of funding while being practical and financially viable. This document intends to outline the options available for DWSRF projects to comply with the signage requirements. Co-funded projects (i.e. projects receiving funding through multiple sources) may use a combination of all the elements.

Regardless of the type of sign used, all signage and publications must include the following minimum requirements:

1. Name of facility.
2. Name of project.
3. Name of Community/Town/District.
4. Name of State Agency/SRF Program.
5. The EPA and NHDES logos.

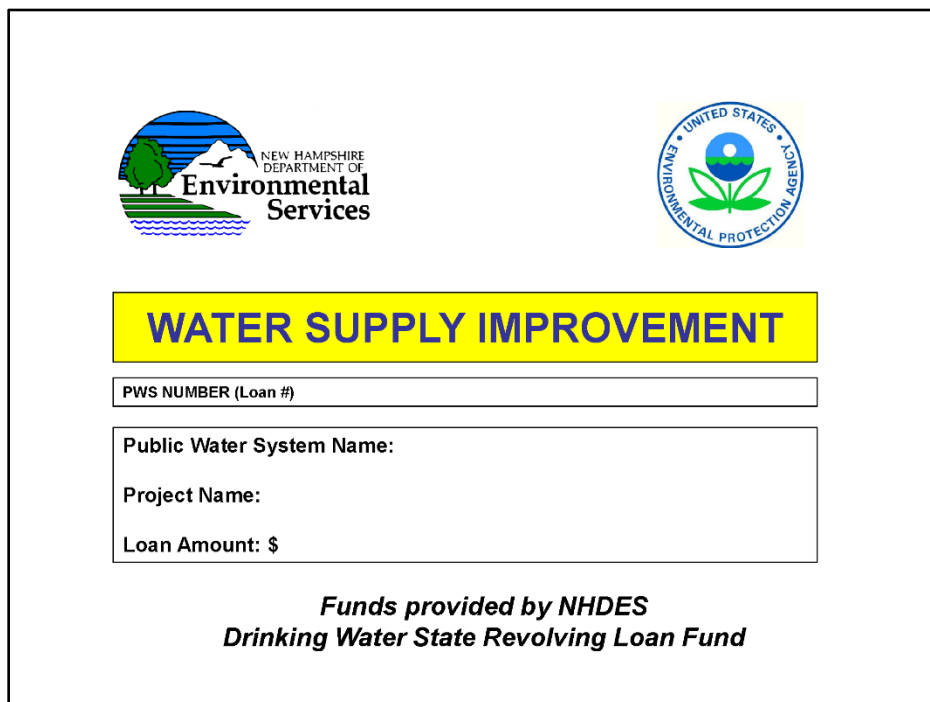
Sign specifications and templates are available on the [DWSRF website](#).

Logos are available by contacting NHDES at (603) 271-8320 or emily.nichols@des.nh.gov.

Sign options must be approved by NHDES before being implemented.

Municipal/Large Water Systems

Municipal and large water systems are required to use standard signage as shown below.



The image shows a standard signage template for Municipal/Large Water Systems. It features two logos at the top: the New Hampshire Department of Environmental Services logo on the left and the United States Environmental Protection Agency logo on the right. Below the logos is a yellow rectangular box with the text "WATER SUPPLY IMPROVEMENT" in blue capital letters. Underneath this box is a white rectangular box with a thin black border containing the text "PWS NUMBER (Loan #)". Below that is another white rectangular box with a thin black border containing the text "Public Water System Name:", "Project Name:", and "Loan Amount: \$". At the bottom of the sign is the text "Funds provided by NHDES" and "Drinking Water State Revolving Loan Fund" in a bold, italicized font.

The sign should be located near a major road or thoroughfare. In the case where a project is located in a rural area or where access is limited, the sign can be located away from the project site if another reasonable alternative is approved by NHDES.

Municipal/Large systems are encouraged to consider additional announcements using the methods listed below.

Small Systems *(systems serving populations of 1,000 and under)*

Small water systems can choose one of the following options:

- ◆ Standard signage.
- ◆ Posters or wall signage.
- ◆ Newspaper or periodical advertisement.
- ◆ Online signage placed on community website or social media outlet.
- ◆ Press release.

For any of the formats used above publications must include the following information in addition to the minimum required items listed previously:

1. Brief description of project.
2. Brief description of the water quality benefits the project will achieve.

Posters or Brochures

Posters or brochures must be placed in a public location that is accessible to a wide audience of community members. This can include, but is not limited to:

- Town or City Hall.
- Community Center.
- Locally owned or operated park or recreational facility.
- Public Library.
- County/municipal government facilities.
- Court house or other public meeting space.

Given the low cost for producing multiple copies of the same poster, pamphlet, or brochure, systems can explore options for displaying these publications in several locations simultaneously to achieve the overall objective of reaching a broad audience.

Newsletter, Periodical or Press Release

For systems where there is no suitable public space or where advertisement through signage is unlikely to reach community members effectively, projects can be advertised in a community newsletter or similar periodical. For new construction, if a groundbreaking ceremony is to be held, an announcement could publicize or accompany publicity for this event. *If a recipient decides on a public or media event to publicize the accomplishment of significant events related to construction as a result of EPA support, EPA must be provided with at least a ten working day notice of the event and provided the opportunity to attend and participate in the event.*



Insert or Pamphlet in Water/Sewer Bill

Systems can consider including an insert within water and sewer bills that are mailed to residents and users in the area. This approach would effectively publicize the project to those individuals directly benefitting from the project. The flyer or insert could emphasize the interest rate and financial savings that the community achieved by taking advantage of DWSRF funds as well as the environmental and public health benefits to the community.

Online & Social Media Publicity

Online “signage” should follow the minimum information guidelines above and may appear on the community or facility website if available. In some cases, systems or communities may be active on social media sites such as Facebook or Twitter. These online notices may be appropriate for settings where physical signage would not be visible to a wide audience or where the community’s website is a well-recognized source of information for its residents.

Small System Sample:

	
WATER SUPPLY IMPROVEMENT	
PWS NUMBER (Loan #)	
Public Water System:	
Project Title:	
Loan Amount:	
Funds provided by NHDES Drinking Water State Revolving Loan Fund	

Construction of upgrades and improvements to the [Name of Facility, Project Location] were financed by the [Drinking Water State Revolving Fund DWSRF]. The DWSRF program is administered by the NH Department of Environmental Services with joint funding from the U.S. Environmental Protection Agency.

This project will [description of project] and will provide water quality benefits [details specifying particular benefits] for community residents and businesses in and near [name of town/city to benefit from project.]

DWSRF programs operate around the country to provide states and communities the resources necessary to maintain and improve the infrastructure that protects our valuable water resources nationwide."

Small System Sample Language:

Construction of upgrades and improvements to the [Name of Facility, Project Location] were financed by the Drinking Water State Revolving Fund (DWSRF). The DWSRF program is administered by the NH Department of Environmental Services with joint funding from the U.S. Environmental Protection Agency. This project will [description of project] and will provide water quality benefits [details specifying particular benefits] for community residents and businesses in and near [name of town/city to benefit from project.] DWSRF programs operate around the country to provide states and communities the resources necessary to maintain and improve the infrastructure that protects our valuable water resources nationwide.